

## CLAIMS

What is Claimed is:

1. An integrated referral processing and managing system comprising:
  - 5 a business rules engine for applying at least one business rule to referral data associated with a business entity;
  - a data store for storing said referral data;
  - a reporting and pattern analyzer for analyzing said referral data and for generating reports about said referral data; and
  - 10 a notification and alert system for generating an alert to said business entity, wherein said alert is based on a plurality of criteria associated with said referral data.
2. The system as recited in Claim 1 further comprising a graphical  
15 user interface.
3. The system as recited in Claim 1 wherein said referral data includes referral event data, referrer data, and referree data.
- 20 4. The system as recited in Claim 1 wherein said business rule controls offering a discount voucher.
5. The system as recited in Claim 1 wherein said criteria includes a minimum referral threshold event, a referral quality threshold event, and a  
25 discount voucher qualification alert based on said business rule.
6. The system as recited in Claim 1 wherein said business entity receives said alert and adjusts a promotion based on said alert.

7. The system as recited in Claim 1 wherein said referral data arises from business transactions between said business entity and a plurality of customers.

- 5           8. A system comprising:  
          an integrated referral processing and managing system including:  
              a business rules engine for applying at least one business rule  
to referral data associated with a business entity;  
              a data store for storing said referral data;  
10           a reporting and pattern analyzer for analyzing said referral data  
and for generating reports about said referral data; and  
              a notification and alert system for generating an alert to said  
business entity, wherein said alert is based on a plurality of criteria  
associated with said referral data; and  
15           a business transaction system for generating transaction data  
including said referral data and for sending said referral data to said  
integrated referral processing and managing system.

9. The system as recited in Claim 8 wherein said integrated  
20 referral processing and managing system further comprises a graphical user  
interface.

10. The system as recited in Claim 8 wherein said referral data  
includes referral event data, referrer data, and referree data.

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11. The system as recited in Claim 8 wherein said business rule  
controls offering a discount voucher.

12. The system as recited in Claim 8 wherein said criteria includes  
30 a minimum referral threshold event, a referral quality threshold event, and a  
discount voucher qualification alert based on said business rule.

13. The system as recited in Claim 8 wherein said business entity receives said alert and adjusts a promotion based on said alert.

5 14. The system as recited in Claim 8 wherein said referral data arises from business transactions between said business entity and a plurality of customers.

10 15. A method of processing and managing referral data, said method comprising:  
receiving said referral data associated with a business entity;  
applying at least one business rule to said referral data;  
storing said referral data;  
analyzing said referral data; and  
15 generating an alert to said business entity, wherein said alert is based on a plurality of criteria associated with said referral data

16. The method as recited in Claim 15 wherein said referral data includes referral event data, referrer data, and referree data.

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17. The method as recited in Claim 15 wherein said business rule controls offering a discount voucher.

25 18. The method as recited in Claim 15 wherein said criteria includes a minimum referral threshold event, a referral quality threshold event, and a discount voucher qualification alert based on said business rule.

30 19. The method as recited in Claim 15 wherein said business entity receives said alert and adjusts a promotion based on said alert.

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20. The method as recited in Claim 15 wherein said referral data arises from business transactions between said business entity and a plurality of customers.